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OFFICE OF THE ATTORNEY GENERAL
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Press Release

FOR IMMEDIATE RELEASE

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Attorney General McGraw Gears Up For 12th Annual National Consumer Protection Week

Charleston, WV – West Virginia Attorney General Darrell McGraw joins with federal, state and local government agencies and consumer protection organizations to announce the 12th Annual National Consumer Protection Week (NCPW), March 7-13. This coordinated consumer education campaign encourages individuals across the country to take full advantage of their consumer rights.

This year's theme -- Dollars & Sense: Rated "A" for All Ages -- highlights the importance of using good consumer sense at every stage of life – from grade school to retirement. In recognition of NCPW 2010, Attorney General McGraw's Consumer Protection Division and its partners are promoting free resources to help people protect their privacy, manage money and debt, avoid identity theft, understand credit and mortgages, and steer clear of frauds and scams.

"The message of National Consumer Protection Week 2010 is simple: It's never too early or too late to become a more informed and empowered consumer," said Attorney General McGraw. "Regardless of your age or financial situation, there are useful lessons to learn about spending and managing money wisely. The Attorney General's office encourages everyone to visit the NCPW website, www.consumer.gov/ncpw, for tips about making smarter decisions in the marketplace. "

This year, NCPW organizations are reaching out to kids, focusing on websites, videos and games designed for a younger audience. Kids under 12 spend billions of dollars on goods and services each year, so it makes sense to provide them with these valuable tools. It's essential that kids understand key consumer and business concepts, like credit and identity theft, banking and fraud, and marketing and advertising. The resources highlighted on the NCPW website introduce these concepts and teach kids practical lessons about the role of business and government in their everyday lives.

In addition, for the first time, the NCPW website features a blog, where visitors can discover new consumer resources in an informal and interactive environment. Here, visitors have the opportunity to connect directly with representatives of public and private consumer protection organizations.

In conjunction with the United States Postal Service, the Attorney General's office will have field representatives on hand at the Charleston Main Post Office located at 1002 Lee Street, East, Charleston, WV, on Wednesday, March 10, 2010 from 11:00 a.m. – 1:00 p.m. and on Thursday, March 11, 2010 at the Clarksburg Post Office located at 500 W. Pike Street, Clarksburg, WV.

On Monday, March 8, 2010, the Attorney General's office will be at the Monongalia County Courthouse located at 243 High Street, Morgantown, WV, from 4:00 p.m. until 7:00 p.m., and on Friday, March 12, 2010, we will have a representative at the

Huntington Mall from 11:00 a.m. – 3:00 p.m. to educate consumers and provide any assistance they might need.

National organizers of this year's NCPW include AARP, the Comptroller of the Currency, the Consumer Federation of America, the Council of Better Business Bureaus, the Federal Citizen's Information Center, the Federal Communications Commission, the Federal Deposit Insurance Corporation, the Federal Reserve Board, the Federal Trade Commission, the National Association of Attorneys General, the National Association of Consumer Agency Administrators, the National Consumers League, the U.S. Department of the Treasury, the U.S. Postal Inspection Service, and the U.S. Postal Service.

For more information about NCPW, visit www.consumer.gov/ncpw. or the Attorney General's website at www.wvago.gov.

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